



Mohamed Hafez Khalifa

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Summary:

26 years of successful experience in the hotel & Leisure industry. Dynamic, results-oriented leader with a strong track record of performance, utilize keen analysis and insights and team approach to drive organizational improvements, implementation of best practices and to commercialize all aspects of business, capable of resolving multiple and complex issues and motivating staff to peak performance. Additional areas of expertise include:

- Strategy, vision and mission planning
- Finance, budgeting & cost management
- Profitability & cost analysis
- Policy & procedures development
- Human resources management
- Team building & performance improvement
- Sales & Marketing
- Customer satisfaction
- Government regulations & relations
- Contract negotiations & strategic alliances

Experience:

- **Private Business Chief Executive Officer & Partner Planet SPA Group, July 2020 to present.** <https://www.planetspa.net>, <https://www.planetspa.shop>
- **Pickalbatros Hotels & Resorts Dec 2017 – June 2020:**
 - ❖ General Manager since the Preopening, Albatros Sea World Marsa Alam (5 stars, 376 Rooms)
- **Sunrise Resorts & Cruises Oct 22nd 2009 – November 6th 2017:**
 - ❖ Cluster General Manager for Marsa Alam since the preopening Sunrise Marina Resort Port Ghalib (June 2016 – November 2017)
 - ❖ Area General Manager Festival Hotels & Resorts (October 2012 – April 2016)
 - ❖ General Manager Sentido Oriental Dream Resort (5 stars 350 rooms) (Oct 2009 – Sept 2012)

➤ **JAZ Hotels & Resorts Nov 5th 2007 – Oct 17th 2009**

- ❖ Executive Assistant Manager Iberotel Makadi Saraya Resort (5 stars 325 rooms)

➤ **The REZIDOR Hotel Group Jan 5th 2006 – Dec 31st 2006**

- ❖ Rooms Division Manager Radisson BLU Resort El Quseir (5 stars 250 rooms)

➤ **Prior Experience**

Accor Hotels / The REZIDOR Hotel Group / Swiss Inn Hotels & Resorts / Starwood Hotels & Resorts

- ❖ Rooms Division Manager Novotel Sharm El Sheikh Resort 2004, 2005
- ❖ Rooms Division Manager Radisson SAS Taba Golden Coast 2001, 2002, 2003
- ❖ Front Office Manager Swiss Inn Stella Di Mare Resorts 2000, 2001
- ❖ Deputy Director of Front Office Sheraton Miramar Resort El Gouna 1997, 1998, 1999
- ❖ Assistant Reservations Manager Sheraton Montazah Hotel 1994, 1995, 1996

Education & Credentials

MBA in Hospitality Management Glion Institute of Higher Education 2022 (Expected)
Diploma Rooms Division Management I.G.O.T.H Hotel Institute 1993
High School Diploma equivalent to general certificate of education Victory College School 1991

Professional Certifications

5 stars General Manager Work License from the Egyptian ministry of Tourism since 2006
Hotels management companies' chairman / CEO work License from the Egyptian ministry of Tourism since 2014

Boards & Memberships (partial listing)

Chairman Festival Hotels & Resorts
Chairman Sunrise Company for managing hotels & floating ships
Board member and executive officer Sunrise Resorts & Cruises

Professional Training & Development (partial Listing)

Rooms Division management Training Pullman Romance Hotel (now Mercure Alexandria)
LOTS (Logical way of thinking) Radisson management school
GTT (Group training technique) Radisson management school
Make it right, 100% guests satisfaction guarantee & Yes I can delivering the promise, Radisson Taba Opening Team
Leading Yes I Can & Guest service center, Radisson Quseir Opening team
Starwood preferred Guest leaders training, Sheraton Miramar Resort introducing Starwood and new loyalty program
HACCP, ISO 14001, ISO 9001 Jaz Hotels & Resorts
S.T.A.R.S (Sheraton Top Accounts Retention System) Cairo Sheraton
Annual Assessments & Appraisal (Novotel Cairo airport)

Languages

Bilingual in English and Arabic; some French and some German

Hobbies & Interests

Football, Travel & swimming

Personal Details

Married and father for 3 Children 16, 11 & 5 years of age
Holding Egyptian passport and Born 1974

References

Philippe De Vizcaya, Managing Director, Sunrise Resorts & Cruises
Philippe.devizcaya@sunrise-resorts.com Cell (0020 1006012160)
Alaa Akel, CEO Hotel Division Jaz Hotels & Resorts Travco Group
Alaa.akel@travco.com Cell (0020 1006011511)
Ossama Abaza, General Manager Taba Heights (Orascom)
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